

Message Text

UNCLASSIFIED

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ACTION NEA-09

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UNCLAS KUWAIT 1893

E.O. 11652: N/A

TAGS: AFIS: KU

SUBJ: MARKET POTENTIAL FOR CANNED TUNA

REF: STATE 91140

1. KUWAITI IMPORT STATISTICS DO NOT REPEAT NOT LIST CANNED TUNA SEPARATELY BUT UNDER HEADING GENERAL HEADING OF CANNED FISH. BY FAR, JAPAN IS LEADING SUPPLIER IN THIS CATEGORY. IN 1973, KUWAIT IMPORTED APPROX. ONE MILLION KILOS CANNED FISH, INCLUDING TUNA, FROM JAPAN. US SUPPLIED 652 KILOS CANNED FISH IN SAME YEAR.

2. LOCAL IMPORTER BUYS JAPANESE TUNA AT APP. US\$24 PER CASE (48 SEVEN OUNCE CANS). SAME QUANTITY, SAME SIZE US TUNA COSTS US\$38.20 PER CASE. JAPANESE TUNA CURRENTLY SELLING FOR APP. 80 CENTS PER SEVEN OUNCE CAN IN LOCAL MARKETS.

3. JAPANESE TUNA IS OF GOOD QUALITY. HIGH US PRICES MAKE COMPETITION EXTREMELY DIFFICULT IN KUWAIT MARKET.

4. FOOD PRODUCTS MUST BE LABELED WITH DATE OF PRODUCTION AND DATE OF EXPIRATION OF QUALITY OF PRODUCT. KUWAIT HAS BEEN CONSIDERING MANDATORY ARABIC LABELLING FOR FOOD PRODUCTS. WHILE THIS IS NOT OF IMMEDIATE CONCERN, SOME SORT OF ARABIC LABELLING LAW MAY TAKE EFFECT NEXT FEW YEARS.
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